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Substitute for form 1449B/PTO  
**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

Complete if Known

(use as many sheets as necessary)

Sheet 1 of 2

Application Number 09/862,420  
Filing Date 05/23/2001  
First Named Inventor Mark LANDESMANN  
Group Art Unit 3622  
Examiner Name Donald Champagne  
Attorney Docket Number 084561-0107

**U.S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
	D1	5,249,044		VON KOHOM	09-1993	
	D2	5,285,278		HOLMAN	02-1994	
	D3	5,502,636		CLARKE	03-1996	
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Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document			Name of Patentee or Applicant of Cited Documents	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
	D32	WO	00/62184		NG	10-2000		

Examiner Signature

**DONALD L. CHAMPAGNE**  
**PRIMARY EXAMINER**

Date Considered

11/11/2008

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Sheet	2	of	2	

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
	D33	Bayesian Model Averaging: A Tutorial (with discussion ) (306k bytes), Corrected version of the Statistical Science 14:4, 382-417, article, Jennifer A. Hoeting et al., November 1999 downloaded July 22, 2002	
	D34	CHARTRAND, "A Method of Collecting Consumer Data Renews Questions About Patents on Business Practices," The New York Times, July 30, 2001, Section C2.	
	D35	Data Mining: Staking a Claim on Your Privacy, January 1998, downloaded from <a href="http://www.ipc.on.ca/english/pubpres/papers/datamine.htm">http://www.ipc.on.ca/english/pubpres/papers/datamine.htm</a> , 8/0/02	
	D36	*Fleet financial banks on data warehouse, Target Marketing, Philadelphia, November 1998.	
	D37	Information technology and the privacy of the individual, The Role of Privacy in Modern Society, by Dave Redell, by Dave Redell, September 23, 1992 downloaded from <a href="http://home.pacbell.net/webright/personal/acm.text">http://home.pacbell.net/webright/personal/acm.text</a> ,	
	D38	<del>Permission Marketing by Seth Godin, Simon and Schuster, copyright 1999, chapter 40</del>	
	D39	Permission Marketing: the Way to make advertising work again (Interactive Marketing (excerpt from "Permission marketing: Turning Strangers into Friends and Friends into Customers") Dialog # 01777383, File #570, by Hoke Communications Inc., May 1999	
	D40	Petition decision on case 09/349,860, mailed to Walker Digital, Stanford CT, on December 29, 2005.	
	D41	Privacy fears raised by DoubleClick database plans By Courtney Macavinta, January 25, 2000, downloaded from <a href="http://news.com.com/2100-1023-236092.html?tag=m..">http://news.com.com/2100-1023-236092.html?tag=m..</a> , 08/08/20	
	D42	Privacy Activists File DoubleClick Complaint, by Keith Perine, the Industry Standard, February 10, 2000	

Godin, Seth

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PRIMARY EXAMINER

Direct Marketing

V. 02 p. 1

p. 40/4

May 1999

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